



# City of Loma Linda Official Report

Floyd Petersen, Mayor  
Karen Hansberger, Mayor pro tempore  
Robert Christman, Councilmember  
Stan Brauer, Councilmember  
Robert Ziprick, Councilmember

COUNCIL AGENDA: January 13, 2004  
TO: City Council  
VIA: Dennis R. Hallaway, City Manager  
SUBJECT: Chamber of Commerce Quarterly Report and request for  
disbursement of funds pursuant to agreement with the City

## **RECOMMENDATION**

It is recommended that the City Council receive the Quarterly Report for filing and authorize disbursement of funds.

**REQUEST FOR QUARTERLY FUNDING  
WITH ATTENDING SUPPORT DOCUMENTS  
TO  
LOMA LINDA CITY COUNCIL  
LOMA LINDA REDEVELOPMENT AGENCY**

**January 13, 2004**

**C O N T E N T S**

- \* President's Letter of Request for Quarterly Payment
- \* Roster of Directors 2004
- \* Staff Activity Reports (October/November/December 2003)
- \* Financial Report Through December, 2003
- \* Membership Update Material (October/November/December 2003)
- \* Loma Linda Report November/December 2003 Issue
- \* Loma Linda Chamber of Commerce Business Directory &  
Resource Guide 2003-2004

2003 CHAMBER  
BOARD OF DIRECTORS

Jeanne Minnerly, President  
The Copeland Group

Phil Jolley, President-elect  
Golden Opportunities

Phil Carlisle, Secretary  
Loma Linda Market & Nutrition Center

John Ruffcorn, Treasurer  
Retired, University Church  
of Seventh-day Adventists

Manuel Aranda, Jr.  
SBV Water Conservation District

Elsie Chan  
Spectrotape Corporation

Sandy Chapman

Jean Chiuminatta  
State Farm Insurance

Kathy Dexter  
Design by Dexter

Tod Dunfield  
Linda Valley Villa & Care Center

Rose Estupinan  
Heritage Gardens

Robert Frost  
Loma Linda University Foundation

Dr. David B. Hinshaw, Jr.  
Loma Linda University Medical Center

L. Roo McKenzie  
Loma Linda Academy

Maria Petrie  
Bank of America

Dick Schaefer  
Loma Linda University

Dean Stordahl  
VA Loma Linda Healthcare System

Mel Upp  
Inland Printing

Honorary Board Member  
Dr. Gayle Rhoads

DIRECTORS EMERITUS

Dr. David Bieber  
Retired, Past President  
Loma Linda University

Elmer Digneo  
Retired, Past Head Principal  
Loma Linda Academy

Norman Meyer  
Retired, Former Vice-President  
Loma Linda Community Hospital &  
Loma Linda University Medical Center

Lillian Miller  
University Realty

Willard Stewart  
United Property Management

# LOMA LINDA

CHAMBER OF COMMERCE

January 13, 2004

The Honorable Floyd Petersen, Mayor  
Members of the City Council  
Members of the Redevelopment Agency  
Dennis Hallaway, City Manager  
City of Loma Linda  
Loma Linda, California 92354

Re: Quarterly Report of the Loma Linda Chamber of Commerce

Dear Mayor Petersen,  
Council Members, and  
Redevelopment Agency Members:

On behalf of the Loma Linda Chamber of Commerce, I am submitting the following report under the terms of the Promotional Agreements between the City of Loma Linda/Redevelopment Agency and the Chamber of Commerce. It is our understanding that although the agreements with these two bodies will continue as before, total funding will come from the Redevelopment Agency.

Please consider this the Chamber's official request for funds in the amount of \$12,000.00 to be released January 13, 2004, from the Redevelopment Agency, pursuant to the Chamber's ongoing promotional agreements. This payment represents compensation for completion of work during December 2003, January, and February 2004.

Since our last report, the Chamber has increased its responsibilities and activities, some new and others ongoing:

1. We continue to serve the general public and the business community, with total response to requests and inquiries and general communications (excluding newsletter) at 7085 for the months of October, November, and December. Detailed reports are attached.
2. The new Chamber of Commerce "Business Directory and Resource Guide" is now available in the Chamber office and is being distributed throughout the community (total distribution = 10,000).

*Taking Care of Our Businesses*

Mayor Petersen, Council Members, and  
Redevelopment Agency Members  
January 13, 2004

3. The November/December issue of the Chamber's *Loma Linda Report* incorporating City news was published and distributed to all households and businesses in Loma Linda. Circulation is 10,000. We are enclosing here a copy of this issue.
4. We coordinated and held the Twelfth Annual State of the Community Luncheon on December 18<sup>th</sup> with approximately 150 attending.
5. We coordinated and executed the 40<sup>th</sup> Annual Community Parade on October 19<sup>th</sup>.
6. Our membership now stands at 215.
7. We held Program of Work workshops and formulated the 2004 Program of Work.
8. The Chamber continues participation in community affairs in general. More specifically, the Chamber participated (attending, providing manpower, soliciting funds and/or prizes, giving public support, etc.) in the following:

Assistance with Edison Easement Park fundraising efforts.

We coordinated and/or attended the following:

- \* Adventist Book Center Grand Opening/Ribbon Cutting, November 16<sup>th</sup>.
  - \* Christmas Mixer and Shoppers' night at the Loma Linda Antique Mall, Dec. 10<sup>th</sup>.
  - \* Meet the Candidates Mixer on October 22<sup>nd</sup>.
  - \* Campus Chamber Connection, October 9<sup>th</sup>.
9. Regular meetings include Executive Committee, Board of Directors, Breakfast Network, Membership, and Chamber Ambassadors. Other committees meet on an as needed basis.
  10. The Breakfast Network continues to meet every Wednesday at 7:30 a.m. for programs and networking. Attendance averages about 25-30.

The following Chamber-sponsored activities and projects are in the planning stages through the next quarter:

- Annual Business Showcase (date to be determined)
- Updated brochure with 2004 Program of Work Goals and strategies and other chamber information.
- Continued refinement and updating of our Chamber's website.
- Ongoing marketing campaign to increase Chamber revenue stream through expansion of membership base and advertising base.

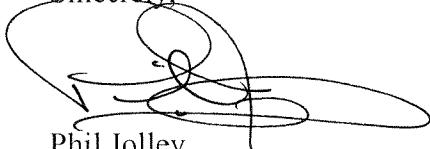
Mayor Petersen, Council Members, and  
Redevelopment Agency Members  
January 13, 2004

- Ongoing site visits to businesses to gather input for the Chamber and City as we work toward a continuing "business friendly" environment.
- Coordination and planning for the Annual Community Awards and Installation Dinner on January 22, 2004.

Our office continues to serve the public and coordinate the activities of the Chamber under the direction of Chief Executive Officer, Peg Karsick, with the support of her Executive Assistant, Darla Stern, and office volunteers. We invite you to stop by our office soon. They welcome your inquiries and input as we all work together for Loma Linda's benefit. Detailed staff reports are attached for your information.

As Chamber President for the year 2004, I look forward to working with the City Council and staff under our contractual agreements to promote the City of Loma Linda. Our Officers, Directors and our staff will continue to work closely with the City's departments to encourage and support a positive business climate, to foster total community involvement in our Chamber of Commerce, and to promote Loma Linda as a city that is business friendly. Please feel free to call on us to assist through mobilizing our business and community resources as concerns arise.

Sincerely,

A handwritten signature in black ink, appearing to read "Phil Jolley", with a large, stylized flourish extending from the end of the signature.

Phil Jolley  
President

PJ/ds

Attachments

# LOMA LINDA

## CHAMBER OF COMMERCE

### 2004 Officers and Board of Directors

(Effective January 5, 2004)

**President:** Phil Jolley  
**Secretary:** Dick Schaefer

**Vice-President/President-Elect:** Rose Estupinan  
**Treasurer:** Kathy Dexter

Manuel Aranda, Jr. 12/31/05  
SBV Water Conservation Dist.  
P.O. Box 1839  
Redlands, CA 92373  
793-2503

David Bieber Emeritus  
11560 Hillcrest  
Loma Linda, CA 92354  
796-4521

Phil Carlisle 12/31/06  
LL Market & Nutrition Center  
11161 Anderson St.  
Loma Linda, CA 92354  
824-4565

**Elsie Chan 12/31/06**  
**Vice President of Membership**  
**Spectrotape Corporation**  
**345 W. Valley Blvd.**  
**Colton, CA 92324**  
**825-6744**

**Jean Chiuminatta 12/31/05**  
**Vice President of Bus. Promo's**  
**State Farm Insurance**  
**P.O. Box 276**  
**Sky Forest, CA 92385**  
**336-7233**

**Kathy Dexter 12/31/04**  
**Treasurer**  
**Design by Dexter**  
**964 Creek View Lane**  
**Redlands, CA 92373**  
**307-2221**

Elmer Digneo Emeritus  
10613 Ohio St., P.O. Box 1333  
Loma Linda, CA 92354  
796-0465

**Rose Estupinan 12/31/05**  
**Vice President**  
**Heritage Gardens**  
**25271 Barton Rd.**  
**Loma Linda, CA 92354**  
**796-0216**

Robert Frost 12/31/05  
LLU Foundation  
Loma Linda University  
Loma Linda, CA 92350  
558-4534

David Hinshaw, Jr. 12/31/05  
LLU Medical Center  
11234 Anderson St.  
Loma Linda, CA 92354  
558-4013

Janet Hyatt 12/31/04  
Loma Linda Antique Mall  
24997 Redlands Boulevard  
Loma Linda, CA 92354  
796-4776

**Phil Jolley 12/31/04**  
**President**  
**Golden Opportunities**  
**25884-D Business Center Dr.**  
**Redlands, CA 92374**  
**799-5181**

Peg Karsick  
LL Chamber of Commerce  
25541 Barton Road, Ste. 4  
Loma Linda, CA 92354  
799-2828

L. Roo McKenzie 12/31/05  
Loma Linda Academy  
10656 Anderson St.  
Loma Linda, CA 92354  
796-0161 x3301

Norman Meyer Emeritus  
25762 Sunrise Way  
Loma Linda, CA 92354  
799-0777

Lillian Miller Emeritus  
University Realty, Inc.  
11156 Anderson, P. O. Box 788  
Loma Linda, CA 92354  
796-0156

**Jeanne Minnerly 12/31/06**  
**The Copeland Group**  
**25809 Business Ctr Dr., #F**  
**Redlands, CA 92374**  
**799-8565**

John Ruffcorn 12/31/04  
23187 Glendora Dr.  
Grand Terrace, CA 92313  
824-2986

**Dick Schaefer 12/31/06**  
**Secretary**  
**The Heritage Room**  
**Loma Linda University**  
**Loma Linda, CA 92350**  
**558-1000**

Willard Stewart Emeritus  
United Property Management  
10535 Anderson St.  
Loma Linda, CA 92354  
796-2897

Dean Stordahl 12/31/06  
VA Loma Linda Healthcare Sys.  
11201 Benton St.  
Loma Linda, CA 92354  
422-3002

Mel Upp 12/31/04  
Inland Printing  
614 Oak Street  
San Bernardino, CA 92410  
888-5225

James Walling 12/31/04  
Inland Community Bank  
11175 Mt. View Avenue, Ste. O  
Loma Linda, CA 92354  
796-7100 x221

Margi Worley 12/31/06  
Margi's Sewing Boutique &  
Image Consultant  
11411 Anderson Street  
Loma Linda, CA 92354  
796-4600

# LOMA LINDA CHAMBER OF COMMERCE ACTIVITY REPORT

## OCTOBER 2003

### CORRESPONDENCE AND INFORMATION INQUIRIES

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Letter and Material Responses to Requests:	8
Faxes	33
E-Mails	9
Web Site Hits (Phil Jolley)	845
Information Inquiries by Telephone and Walk-Ins:	197
Economic Development Activity (New)	14
Invoices:	44
Other:	2

Membership:	
Renewal Acknowledgements	10
New Member Acknowledgements	2
Member Solicitation	7

**Total Membership & Business Correspondence: 1171**

Campus Chamber Connection Participant Information	16
Campus Chamber Connection Thank You Letters	20
VIP Parade Invite	20
Parade Entry Information Mailing	49
Parade Committee Thank You Letters	31
Parade Sponsor Thank You Letters	14
"Meet the Candidates" Invite	254
"Meet the Candidates" Incumbents Invite	6
<b>TOTAL CORRESPONDENCE AND INQUIRIES:</b>	<b>1581</b>

### REGULAR ACTIVITIES

Coordinated meetings; coordinated with Treasurer John Ruffcorn to prepare financial reports and review month by month budget projections for 2003.

Oversaw set up and coordinated preparation for Breakfast Network including scheduling of programs and phone calls to solicit attendance and support.

Conducted ongoing membership activity, following up on delinquent renewals and soliciting new members by mail and site visits.

Responded to inquiries from the public.

Handled routine office business.

Worked on September/October Newsletter

## **PARTICIPATION IN COMMITTEE MEETINGS AND OTHER ACTIVITY**

Regular Meetings Held/Attended:

October 1<sup>st</sup>, 8<sup>th</sup>, 15<sup>th</sup>, 22<sup>nd</sup>, 29<sup>th</sup> Breakfast Network

October 14<sup>th</sup> Parade Planning Meeting

October 9<sup>th</sup> Executive Committee Meeting

October 9<sup>th</sup> Board of Directors Meeting

October 7<sup>th</sup> Ambassador Corps. Meeting

October 30<sup>th</sup> Nominating Committee Meeting

**Meeting notices to Board and Committee Members: 97**

## **MISCELLANEOUS ACTIVITIES**

- Coordinated and held Campus Chamber Connection on October 9<sup>th</sup>.
- Continued planning, coordinated and held Parade on October 19<sup>th</sup>.
- Worked on plan for remainder of 2003, transition plan for presidents, and Program of Work to be held November 12<sup>th</sup> and 13<sup>th</sup>.
- Planned, coordinated and held Meet the Candidates on October 22<sup>nd</sup>.
- Worked on editorial and business listings for 2003-2004 Business Directory and Resource Guide.
- Submitted Quarterly Request for funding from the City; check was awarded and banked October 15<sup>th</sup>.



# LOMA LINDA CHAMBER OF COMMERCE ACTIVITY REPORT

## NOVEMBER 2003

### CORRESPONDENCE AND INFORMATION INQUIRIES

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Letter and Material Responses to Requests:	5
Faxes	12
E-Mails	8
Web Site Hits (Phil Jolley)	982
Information Inquiries by Telephone and Walk-Ins:	120
Economic Development Activity (New)	9
Invoices:	37
Other:	0

Membership:	
Renewal Acknowledgements	9
New Member Acknowledgements	6
Member Solicitation	5

**Total Membership & Business Correspondence: 1193**

Program of Work, Ribbon Cutting & Calendar Mailing	215
Nomination & Mixer Flyer Mailing	216
VIP Speaker State of Community Luncheon Invite	6
November/December Newsletter	9017
State of Community Invitations	886

**TOTAL CORRESPONDENCE AND INQUIRIES: 11533**

### REGULAR ACTIVITIES

Coordinated meetings; coordinated with Treasurer John Ruffcorn to prepare financial reports and review month by month budget projections for 2003.

Oversaw set up and coordinated preparation for Breakfast Network including scheduling of programs and phone calls to solicit attendance and support.

Conducted ongoing membership activity, following up on delinquent renewals and soliciting new members by mail and site visits.

Responded to inquiries from the public.

Handled routine office business.

Distributed November/December Newsletter

# LOMA LINDA CHAMBER OF COMMERCE ACTIVITY REPORT

## DECEMBER 2003

### CORRESPONDENCE AND INFORMATION INQUIRIES

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Letter and Material Responses to Requests:	4
Faxes	29
E-Mails	3
Web Site Hits (Phil Jolley)	941
Information Inquiries by Telephone and Walk-Ins:	125
Economic Development Activity (New)	15
Invoices:	34
Other:	9

Membership:	
Renewal Acknowledgements	15
New Member Acknowledgements	6
Member Solicitation	3

**Total Membership & Business Correspondence: 1184**

Call for Nominations, Installation & Awards Sponsorship Opportunities, & Auction Donor Pledge Letter Mailing	908
Community Awards Dinner & Installation of Officers and Board of Directors Invitations	896

**TOTAL CORRESPONDENCE AND INQUIRIES: 2988**

### REGULAR ACTIVITIES

Coordinated meetings; coordinated with Treasurer John Ruffcorn to prepare financial reports and review month by month budget projections for 2003.

Oversaw set up and coordinated preparation for Breakfast Network including scheduling of programs and phone calls to solicit attendance and support.

Conducted ongoing membership activity, following up on delinquent renewals and soliciting new members by mail and site visits.

Responded to inquiries from the public.

Handled routine office business.

Worked on January/February 2004 Newsletter

## DECEMBER YTD 2003 VARIANCE REPORT

1/1/03 Through 12/31/03

Page 1

Category Description	1/1/03 Actual	- Budget	12/31/03 Difference
<b>INFLOWS</b>			
I. AGAINST BAD DEBT	0.00	0.00	0.00
I. CHAMBER PUBL	6,313.35	4,000.00	2,313.35
I. COM. EVENTS	100.00	0.00	100.00
I. DONATIONS	0.00	0.00	0.00
I. INTEREST	85.82	200.00	-114.18
I. LL CITY RED.	48,000.00	48,446.00	-446.00
I. MEMB. EVENTS	3,019.00	2,000.00	1,019.00
I. MISC. INCOME	450.57	500.00	-49.43
I. NEW MEMBERS	5,410.00	6,000.00	-590.00
I. NEWSLETTER	12,210.00	12,000.00	210.00
I. RENEWALS	25,690.00	27,000.00	-1,310.00
I. S.E. BUS. PR	0.00	0.00	0.00
I. S.E. COM. LU	4,075.00	3,000.00	1,075.00
I. S.E. EXPO	6,765.00	7,000.00	-235.00
I. S.E. GOLF	20,133.00	16,500.00	3,633.00
I. S.E. INSTALL	12,439.00	10,500.00	1,939.00
I. S.E. PARADE	5,190.00	6,000.00	-810.00
<b>TOTAL INFLOWS</b>	<b>149,880.74</b>	<b>143,146.00</b>	<b>6,734.74</b>
<b>OUTFLOWS</b>			
E. AUTO	929.00	1,000.00	71.00
E. BAD DEBTS	0.00	300.00	300.00
E. COM. EVENTS	200.00	0.00	-200.00
E. DEPRECIATION	804.00	800.00	-4.00
E. DUES & SUB.	1,224.00	1,500.00	276.00
E. INSURANCE	3,503.63	3,000.00	-503.63
E. MEMB. EVENTS	2,916.11	1,000.00	-1,916.11
E. MISC.	554.96	500.00	-54.96
E. NEWSLETTER	11,591.57	10,000.00	-1,591.57
E. OFFICE EQUIP	2,990.32	2,600.00	-390.32
E. OFFICE IMPROVEMENTS	0.00	0.00	0.00
E. OFFICE SUPPL	3,189.79	3,000.00	-189.79
E. OUTSIDE SERV	1,428.60	2,500.00	1,071.40
E. P.T. EMPLOY	0.00	0.00	0.00
E. POSSESS. TAX	260.51	250.00	-10.51
E. POSTAGE	3,039.78	3,000.00	-39.78
E. PROMO. P.R.	3,278.29	2,000.00	-1,278.29
E. PROMO. P.R.PHOTOS	0.00	0.00	0.00
E. RENT	8,354.64	8,355.00	0.36
E. S.E. BUS. PR	0.00	0.00	0.00
E. S.E. COM. LU	2,793.06	2,500.00	-293.06
E. S.E. EXPO	4,194.19	4,000.00	-194.19
E. S.E. GOLF	8,274.02	7,000.00	-1,274.02
E. S.E. INSTALL	8,884.01	8,500.00	-384.01
E. S.E. PARADE	4,508.68	4,000.00	-508.68
E. SALARY & BEN	79,392.37	75,591.00	-3,801.37
E. TELEPHONE	1,062.52	1,500.00	437.48
E. TRAV. & EDUC	390.80	250.00	-140.80
Uncategorized Outflows	0.00	0.00	0.00
<b>TOTAL OUTFLOWS</b>	<b>153,764.85</b>	<b>143,146.00</b>	<b>-10,618.85</b>
<b>OVERALL TOTAL</b>	<b>-3,884.11</b>	<b>0.00</b>	<b>-3,884.11</b>

**LOMA LINDA CHAMBER OF COMMERCE  
MEMBERSHIP REPORT  
MONTH ENDING OCTOBER 2003**

	OCT. 03				OCT. 02						
Total Membership	216				210						
*Includes those on Delinquent List											
New Members (Year to Date)	33				29						
January	1	March	5	May	4	July	2	September	3	November	0
February	3	April	3	June	1	August	5	October	6	December	0
Membership Renewals (This Month)	12				13						
Total Income from Membership (This Month)	\$2360				\$2,210						
Renewals:	\$1,485.00										
New Members:	\$675.00										
One Time Fees:	\$200.00										
Delinquent Memberships (This Month)	4				2						
Cancelled/Dropped Members (Year to Date)	24				17						
January	4	March	2	May	1	July	1	September	4	November	0
February	1	April	2	June	5	August	2	October	2	December	0

**LOMA LINDA CHAMBER OF COMMERCE  
MEMBERSHIP REPORT  
MONTH ENDING NOVEMBER 2003**

NOV. 03      NOV    .02

Total Membership .....	216	210
*Includes those on Delinquent List		
New Members (Year to Date) .....	35	31
January 1      March 5      May 4      July 2      September 3      November 2		
February 3      April 3      June 1      August 5      October 6      December 0		
Membership Renewals (This Month) .....	15	27
Total Income from Membership (This Month) .....	\$2,960	\$4,790
Renewals:      \$2,750.00		
New Members:      \$175.00		
One Time Fees:      \$35.00		
Delinquent Memberships (This Month) .....	6	3
Cancelled/Dropped Members (Year to Date) .....	24	20
January 4      March 2      May 1      July 1      September 4      November 0		
February 1      April 2      June 5      August 2      October 2      December 0		

**LOMA LINDA CHAMBER OF COMMERCE  
MEMBERSHIP REPORT  
MONTH ENDING DECEMBER 2003**

	DEC. 03				DEC. 02			
Total Membership .....	215				204			
*Includes those on Delinquent List								
New Members (Year to Date) .....	35				32			
January 1 March 5 May 4 July 2 September 3 November 2								
February 3 April 3 June 1 August 5 October 6 December 0								
Membership Renewals (This Month) .....	22				13			
Total Income from Membership (This Month) .....	\$3,030				\$2,060			
Renewals: \$3,030.00								
New Members: \$ 0.00								
One Time Fees: \$ 0.00								
Delinquent Memberships (This Month) .....	5				1			
Cancelled/Dropped Members (Year to Date) .....	25				27			
January 4 March 2 May 1 July 1 September 4 November 0								
February 1 April 2 June 5 August 2 October 2 December 1								